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Dated: October 6, 2005

Signature:

[Handwritten Signature]
(G. Christopher Braidwood)

Docket No.: 30020/37196
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Paul Peterson

Application No.: 09/885,758

Confirmation No.: 3993

Filed: June 20, 2001

Art Unit: 2622

For: METHODS AND APPARATUS FOR
PRODUCING A LENTICULAR NOVELTY
ITEM AT A POINT OF PURCHASE

Examiner: M. Milia

AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

This paper is submitted in response to the Office Action dated April 6, 2005.

Please amend the above-identified U.S. patent application as follows:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 3 of this paper.

Remarks/Arguments begin on page 12 of this paper.